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Automotive News

August 14, 1989

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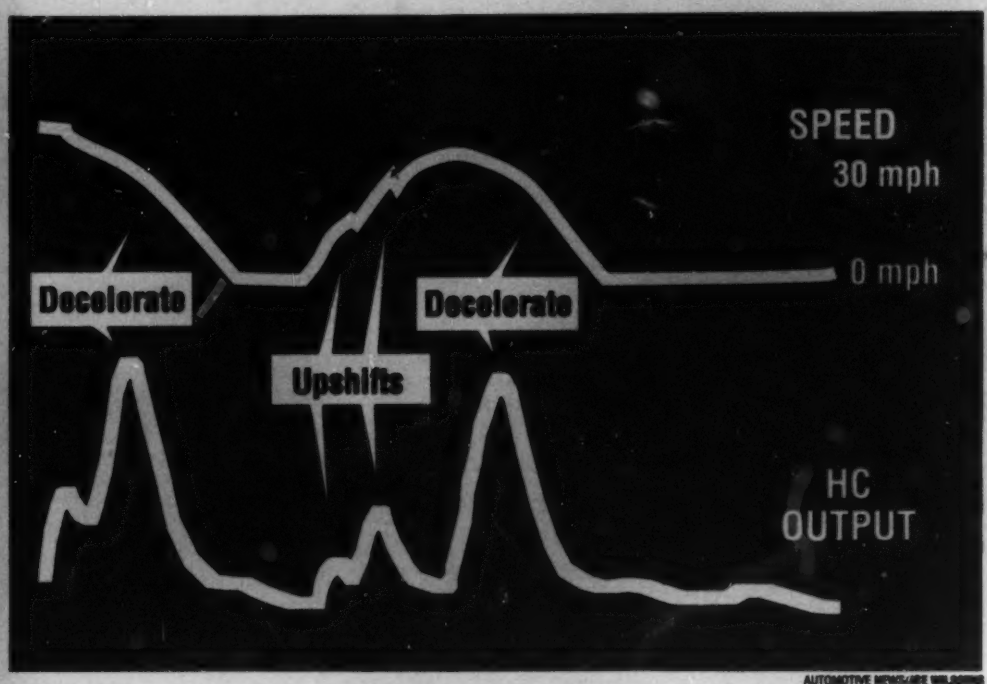


AUTOMOTIVE NEWS/ABE WILSON/BB

Top line of chart shows a car decelerating from 30 mph to a stop, shifting up through third gear, then decelerating again. Bottom line shows hydrocarbon emissions spiking at shift points and decelerations.

Clean air could limit stick shifts

By Jack Koebler
AUTOMOTIVE NEWS STAFF REPORTER

Tougher emissions standards proposed in the Bush clean air bill would limit and possibly eliminate manual transmissions in some powerful sporty cars and light-duty pickups.

Manual transmission versions of certain General Motors V-8-powered autos and light-duty trucks have less than a 50 percent chance of meeting the emissions standards proposed in the bill, said Samuel A. Leonard, director of GM's automotive emission control environmental activities staff.

A Ford Motor Co. emissions expert said it was getting significantly tougher to get certain powerful manual-transmission cars through the 7½-mile emissions test. But he said few of Ford's cars with multi-port injection systems are in serious danger. Manual-transmission Ford trucks are in more of an emissions pinch, he said.

Ford and GM experts refused to identify troublesome car and truck models. But one expert referred to them as the heavier, rear-wheel drives with V-8s and turbocharged V-6s.

"What we're talking about are the vehicles that enthusiasts tend to feel very passionately about," he said. "And this is a very real problem. There have been times in the past when we haven't offered manual transmission in certain powerful, sporting vehicles destined for the California market." California has tougher emissions standards than the rest of the country.

Although not identified as such, Ford's Mustang and Chevrolet's Camaro and Corvette fit the engineers' description of vehicles likely

see SHIFT, page 35

Big 3 price hike expected to average $430 on 1990 cars

2-part GM boost adds up to $525

DETROIT — General Motors last week said that pre-introductory prices of its 1990 cars will rise an average of 3.4 percent above the final prices of 1989 models. Automotive News estimates that the hike amounts to $525 per car.

GM divided its 3.4 percent boost into two parts. The first segment is what it called an "economic increase" of 2.5 percent on comparably equipped models. The corporation said that will "provide for the partial recovery" of higher costs of materials, labor and health care.

The second part is a hike of 0.9 percent to cover the cost of making passive restraints on all models.

Federal safety standards require passive restraints on all 1990 cars sold in the United States.

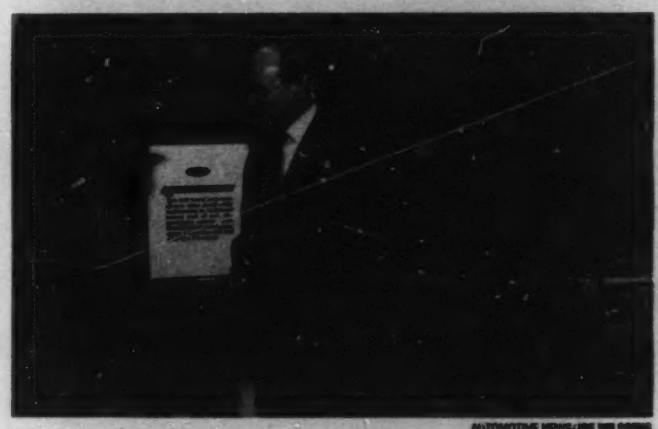
GM said air bags will be standard or optional on 15 of its car lines. Its other cars will have passive belts.

GM said destination charges will not be changed on its 1990 autos.

GM was the last of the Big 3 to disclose pricing plans for the 1990 model year, which is a departure from the industry practice of some years ago.

In earlier days, GM set the pattern on the pricing of new models. Ford Motor Co. and Chrysler Corp. sat on the sidelines until GM announced its prices.

"It was an indication of GM's total domination of the domestic industry," a veteran price analyst remarked last week.



AUTOMOTIVE NEWS/ABE WILSON/BB

Ford Chairman Donald Peterson greets shareholder Roscoe Byrd in front of a 1990 Town Car at the annual meeting. The price, just announced: $27,315.

Ford increase is 3-12 percent

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DEARBORN, Mich. — Ford Motor Co. has given its dealers tentative 1990 prices showing increases of 3 percent to 12.28 percent on base models in its various car and light-truck lines.

Automotive News estimates that the average increase for 1990 Ford vehicles is $360 on comparably equipped models and $680 without adjusting for equipment changes. Ford would not give dollar amounts.

Standard-equipment changes such as the addition of driver- and passenger-side air bags and anti-lock brakes on some models contributed to the price hikes. In addition, Ford said its material costs have risen.

In the Ford Division car lineup, tentative increases range from 3.18 percent on Ford Thunderbird ($15,076 for 1990) to 7.91 percent on Crown Victoria ($17,706).

On light trucks, not including F-250 and F-350 models, price increases range from 5.29 percent on Ranger ($8,100 for 1990) to 12.28 percent on Econoline vans ($12,848). Anti-lock brakes will be standard equipment on Econoline vans in 1990.

In the Lincoln-Mercury lineup, tentative increases range from 3 percent on Mercury Cougar ($15,911 for 1990) to 6.86 percent on

see FORD, page 34

DETROIT — Automotive News estimates that prices of Big 3 passenger cars will rise an average of $430 when the 1990 models are introduced.

The average increases are estimated at $525 for General Motors, $360 for Ford Motor Co. and $250 for Chrysler Motors.

The estimate is based on tentative prices of comparably equipped models disclosed by Chrysler and Ford and pre-introductory prices announced by GM.

Chrysler prices up 5 percent

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Chrysler Motors has tentatively increased prices of 1990 domestic cars an average of 5 percent over prices of 1989 models, with much of the boost due to making air bags standard equipment.

Omar Matt, Chrysler Motors manager of competitive pricing and analysis, said the overall increase amounts to an average of $700 per car, but he said about $450 of that is for air bags, which are standard on almost all of Chrysler's U.S.-built 1990 autos.

Matt said, "The increase is 2 percent on a comparably equipped basis, including air bags as standard, which is $450 a unit. Taking out that value would make the increase 5 percent."

Matt

He said Chrysler is not passing along to customers the full air-bag price tag, but he declined to specify the full cost.

General Motors and Ford Motor Co. offered passenger-side air bags on selected 1989 models as an option costing about $800.

The new Chrysler Imperial lux-

see CHRYSLER, page 34

GM may let Camaro, Firebird die

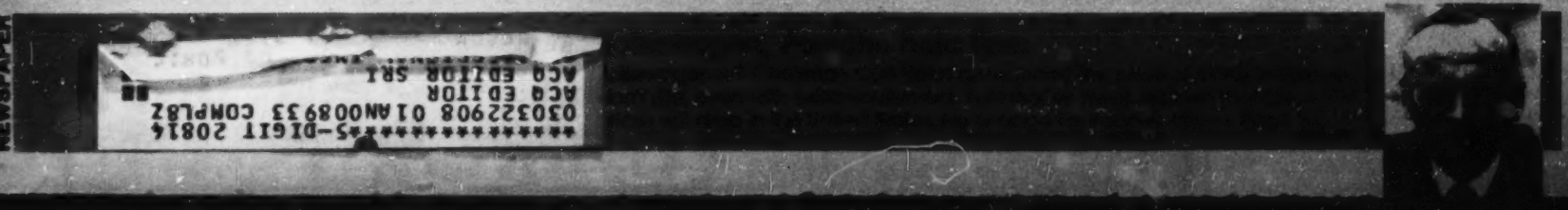
By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

TRAVERSE CITY, Mich. — General Motors may decide to let the present Pontiac Firebird and Chevrolet Camaro die a natural death rather than replace them in the 1990s as once planned.

Lloyd Reuss, GM executive vice president in charge of North American automotive operations, said here that the next-generation F-car, as it is code-named, is again stalled in the early planning stages.

Reuss said the vehicle remains in Phase 0, the first phase of GM's product planning process, maintaining its original theme as a rear-wheel-drive car. But he said the future of the vehicle is affected by stricter fuel economy and anti-

see F-CAR, page 38



BMW names Gerlinger to top U.S. job

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

WOODCLIFF LAKE, N.J. — BMW of North America named a new president and chief executive officer as part of a worldwide restructuring that began last spring.

Karl Gerlinger, 50, who had been operations director for BMW sales and operations in Central Europe, succeeds Gunter Kramer. Kramer continues as chairman.

Gerlinger will eventually succeed Kramer as chairman. Kramer, who will be 59 Oct 1, faces mandatory retirement at 60.

"I have another year to go. It's better to put the successor in place ahead of time so there can be a smooth transition. That's the goal for the rest of my tenure here," Kramer said following last week's announcement.

In a related move, Kramer also stepped down as BMW AG's board member in charge of export sales, creating an opening that will allow the West German company to complete its plan to restructure its world operations into four regions.

Each has a regional director who has full responsibility for the sales and profit performance of his region. Previously, the local companies were assigned to different management board members, and there was a separate department to coordinate independent importers.

Region 3, North America, was the last of the four regions to be assigned a regional director. Kramer had been sharing those duties with Robert Buchelhofer, who is worldwide manager of sales and marketing and a member of the parent company's management board.

Gerlinger

Buchelhofer becomes regional director for North America, the only region in the world directly represented on the board. BMW's Canadian subsidiary continues to be a separate company, reporting to him.

The other regions are Region 1, which includes West Germany, Austria, Switzerland, Holland and Belgium; Region 2, which covers Italy, France, Spain, Great Britain and Scandanavia, and Region 4, which encompasses South Africa, Japan, Australia, New Zealand and South America.

Kramer said he is relieved to give up his double duty on the

See BMW, page 36

Corrections

- Schott Fiber Optics, maker of Massachusetts Institute of Technology's solar-powered racer's fiber optic rear-view system, is in Southbridge, Mass., not Southfield, Mass., as reported Aug. 7.
- A chart on Page 52 of the Aug. 7 issue should have said that employment at Nissan Motor Manufacturing Corp. U.S.A., excluding salaried workers, is 2,400. The plant's annual capacity without overtime is 240,000 units and is expected to rise to 440,000 by 1992.

POPULAR MECHANICS/JIM DUNNE

The biggest factor in renaming Bronco II was a Ford decision to drop Roman numerals from vehicle names.

EXPLORER: *Ford's Bronco II will be renamed when new model debuts next spring*

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

After spending a considerable amount of time and money defending it, Ford Motor Co. will drop the Bronco II name when the sport-utility's successor debuts in the spring of 1990.

The redesigned Bronco II two-door and its new four-door sibling will be called Explorer, a name now used on Ford Ranger value-leader models.

The announcement comes three months after Consumer Reports magazine rated the Bronco II "poor" because of its "unsettling" behavior during the magazine's vehicle testing procedures. Ford vigorously defended the Bronco II and conducted its own tests based on those used by the magazine.

Henry Fradkin, Ford Division marketing plans manager, said the Consumer Reports story on the Bronco II played a small role in the name change. That does not affect Lincoln-Mercury Division, which markets the Lincoln Mark VII.

"Too many numbers came into play, it was very cumbersome to say," said Fradkin, who added that the division once sold Mustang II and LTD II models.

The new four-door and redesigned two-door gave Ford Division "a good opportunity" to use a new name and apply it to the whole vehicle family, according to Fradkin. The Bronco II designation will continue to be used on all 1990 carryover models.

The decision to use the Explorer name was made last month after research on the name was complete. Fradkin said the Explorer name, which has been used on both the Ranger and F-series trucks, conveys characteristics such as fun-to-drive, utilitarian, independent, good value and adventurous.

Ford has learned some valuable marketing lessons from other automakers about new names.

"There is a proliferation of new products; it's hard to name a product without finding someone else who owns the name as Lexus found out," said Fradkin, referring to the legal battle between Toyota's luxury division and Mead Data's Lexis computer service over the use of the name Lexus.

"We already own the name Explorer and it fits the kind of image we wanted for the vehicle," he said.

Ford will introduce the Explorer name with a heavy advertising and merchandising campaign that is being developed for next spring. Because of corporate average fuel economy considerations, it has not been decided whether the Explorer will be a 1990 or 1991 model, a Ford spokesman said.

Lexus dealers resist padding stickers

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Initial sales are strong for Lexus models, but dealers appear to be resisting the temptation to add a "pack" above sticker price.

Unlike Mazda Miata, whose low price and limited availability translated into dealer add-ons, the higher-priced Lexus, also in limited supply, seems to be rolling out at sticker or below.

"A lot of my first buyers are long-time customers and personal friends," said Edward Eskridge, principal of a Lexus dealership in Oklahoma City. "Why would I upset them by selling over sticker for a few quick dollars?"

The fact that Lexus is a new brand may be a factor, said one analyst.

"This is a critical period for Lexus dealers and the taste they leave in customers' mouths will last a long time," said Christopher Cedergren, senior automotive analyst at J.D. Power and Associates, Agoura Hills, Calif.

Lexus dealers were also chosen in part for their financial strength and they can afford at this point to be patient, he added.

"We're selling them at manufacturer's suggested retail," said Dan Frogge, a sales manager at Carl Sewell Lexus in Dallas.

"We could sell them for more than sticker, but we aren't and we won't. None of our dealerships operate that way," Sewell said.

Lexuses are going out the door at sticker at Germain Lexus in Columbus, Ohio.

"A lot of customers are a little surprised that we aren't adding any charges above sticker, especially after the publicity about dealer packs on Mazda Miatas," said Sharon Whitaker, sales business manager at Nesen Lexus, Westlake Village, Calif.

See LEXUS, page 36

Toyota to sell Lexus in Europe

By Jean-Jacques Renaux
STAFF CORRESPONDENT

DUSSELDORF, West Germany — Toyota Motor Corp. will introduce the Lexus LS400 to Europe by the spring of 1990, but its bid in the European luxury car market is much more modest than the U.S. effort.

Toyota aims to sell some 2,000 LS400 models in a full year, against a goal of 40,000 in the United States in 1990, according to Shiro Sasaki, executive vice president of Toyota's research and development. Toyota has no plans to market the smaller ES250 in Europe.

Toyota does not intend to set up a special Lexus dealer network in Europe as it has doine in the United States. Selected Toyota dealers in Europe will sell the LS400 along with the rest of the Toyota line, although they will be asked to invest in better service facilities.

The main marketing tool will consist of direct mail, said Eugene Paesmans, marketing manager for Toyota in Belgium. Television and other mass media will be avoided.

Toyota quoted no prices but, according to the Belgian distributor, the LS400 will retain a substantial price advantage against its main European rivals.

Several European distributors are disappointed with the low allocation of cars, confident that the LS400 could fare better. But, Sasaki said, current production capacity of the LS400 is 50,000 with 40,000 earmarked for the United States in 1990.

PN38 is now plainer plan for Ford

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

TRAVERSE CITY, Mich. — Ford Motor Co's ambitious PN38 truck project is alive, but it has "substantially changed its complexion," said the president of Ford's Automotive Group last week.

Executive Vice President Philip E. Benton Jr. said the program has been stretched out over a longer period of time and may yield more products than previously planned.

But industry sources said a key element in the original plan, using a single "flexible" platform for virtually all its light trucks, including vans, has apparently been scrapped.

The first of the models to be developed under the umbrella code PN38 was to have appeared in about 1993, with others arriving in the following five years.

"Because of our workload, we had to stretch out our plans," Benton said. "The PN38 as originally conceived tended to peak a number of new products at one point in time. So we've had to stretch them out."

But industry sources say the project they knew as PN38 no longer exists. In its place, they say, Ford has pencilled in programs

see PN38, page 35

Automotive News promotes Kranz; Sawyers joins staff

Automotive News last week promoted Rick Kranz to chief editor, copy desk and announced that Arlena Sawyers has joined the paper as a staff reporter covering marketing and advertising.

Kranz, 41, had been a copy editor since joining the staff in 1986. Before joining Automotive News, he was with the Rockford (Ill.) Register Star, a Gannett newspaper, from 1981-1986, where he served as reporter, copy editor and automotive columnist. In 1985 and 1986, his weekly columns — including car reviews, buying tips and industry news — were carried by the Gannett News Service for distribution to the chain's 93 dailies. He was co-editor of the news service's 1985 and 1986 auto preview and its 1985 automotive centennial projects.

Kranz

He received a bachelor's degree from Southern Illinois University.

Sawyers, 33, joins Automotive News from The Detroit News where she was a feature writer in the Accent section. On the marketing and advertising beat, she replaces Laura Clark, who now covers Ford Motor Co.

Sawyers

Sawyers began her career at the News in 1977 as a general assignment reporter.

She received a bachelors degree from Tennessee State University.

Mazda seeks a new leader; second-channel OK near

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — A year after combining two regional companies into a national concern, Mazda Motors of America is searching for a new U.S. executive to unite sales, marketing and distribution operations under a single command.

That position could become even more critical. A top official said last week that company studies are pointing toward Mazda launching a second distribution channel as early as 1992.

The search is focusing on outside import executives experienced in running entire automotive operations, sources inside Mazda say.

But two senior Mazda Motors of America managers are also being considered. They are George McCabe, deputy general manager and group vice president for sales and marketing, and James Seidel, deputy general manager and group vice president for operations.

"This essentially fills in an open position," a source inside the company said.

"It's awkward having sales and marketing split apart from dealer operations and administration and no one directly in charge of both parts."

Company sources expect a general manager to be selected within a month. That would put the executive in place before Mazda makes the final decision by December on whether to launch a second, upscale division.

McCabe said that research and product development so far points to Mazda's "pulling the trigger" and launching an Acura-like luxury division by 1992.

McCabe

Richard Colliver, senior vice president for the Western area, has been appointed head of the Mazda Motors of America task force for the second-channel feasibility study, McCabe said.

Colliver's role is similar to those held by the current heads of Lexus and Infiniti before those two operations were announced in 1987.

Last year, Mazda combined a U.S. sales operation that had consisted of Mazda Central, headquartered in Irvine, Calif., and Mazda East, headquartered in Jacksonville, Fla. The two distributors were formed when the Japanese parent company, Mazda Motor Corp. (then called Toyo Kogyo), was nearly forced out of business in the mid-1970s.

Combined car and truck sales in the United States in calendar 1988 were 343,620 vehicles, up 3.5 percent from 331,724 in calendar 1987.

"We decided not to build any more small cars," says Mazda's ad for the 1990 323 Protege.

Mazda ads shift from price to quality

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Mazda Motors of America's new corporate image program, dubbed "It just feels right," began today, kicking off a three-week ad blitz.

The centerpiece spot, in 30- and 60-second versions, shows a test-car driver wired up and monitored by a "mission control" team as he puts a car through its paces. The twist is that what's being tested is not the car's performance, but how it makes the driver feel.

Mazda believes it can compete successfully with Toyota and Honda, but it does not have the public image necessary to go head-to-head with those two brands in advertising, said Janet Thompson, Mazda advertising vice president.

So Mazda "will change the ground rules" and put its advertising creative focus on the concept of "Kansei engineering, taking into

See MAZDA, page 35

Recessions or boom times, auctions keep on growing

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Though the auto industry is highly susceptible to the ups and downs of the economy, one small segment contends that is recession-proof. It is the auction business, a segment that operates almost in the shadows of the industry.

Vehicles flowing from dealers, manufacturers, fleets, banks, captive finance companies and daily rental car companies to dealer-only auto auctions abound in good times.

And in bad times, vehicle repossessions pick up the slack.

"GE wasn't in the auction business then, but auto auctions were immune to the recession that began in 1981." said Mike S. Zafirovski, president of GE Capital Auto Auctions.

"What auctions lose in trade-in volume from the used-car side in a recession, we make up for in significant increases in repossessions," he added.

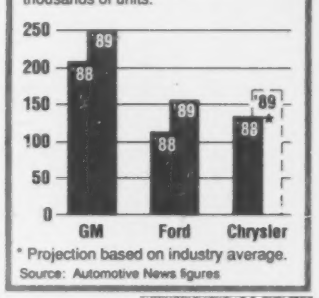
The decade has been favorable to auto auctions, with annual growth rates hovering at about 10 percent until 1987 when they settled to 7 percent where they have stayed.

For the next five years, Zafirovski predicts unit sales for GE auto auctions will increase 6 to 7 percent annually with revenues growing at a slightly higher rate.

Driving the growth has been the huge number of "program vehicles" — cars sold to daily rental companies by the automakers with a guaranteed depreciation rate or repurchased and then remarketed at auctions.

"Beginning in 1985, a tremendous volume of vehicles hit the auctions from the manufacturers in the form of rental cars, but there was also a steady stream of increases from leasing companies," said Darryl Ceccoli, executive vice president of Manheim Auctions.

Program sales



AUTOMOTIVE NEWS / K.E. SHELSTON

More than 760,000 factory vehicles will go to the auctions this year from both import and domestic automakers. Some are "brass hat" or employee lease vehicles, but most are program cars.

General Motors will remarket approximately 250,000 program vehicles through the auctions, up from 204,000 a year ago. Ford expects to remarket 155,000 vehicles

see AUCTIONS, page 36

CHINA: *Leaders still woo West despite violence in June*

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

TRAVERSE CITY, Mich. — The Chinese government is continuing talks to expand existing ventures with U.S. and European automakers despite June's crackdown to quell student unrest.

Li Yinhuan, vice chairman of the China National Automotive Industry Corp., said "nothing has changed" with government plans to develop the country's auto industry even though a number of foreign auto executives fled the country after student demonstrations were violently suppressed by the government.

But Li said industry operations are normal and the return on investment achieved in existing joint ventures has prompted those companies to consider expanding their cooperative arrangements.

He said China is negotiating with General Motors to open a foundry and with Peugeot SA and Audi to produce small cars.

China's Second Auto Works is negotiating with Peugeot for production of a Citroen model using an engine smaller than 1.6 liters, Li said, adding that the car would be produced in central China.

Peugeot already builds trucks and 505 wagons in Guangzhou province.

Li said negotiations are under way between Second Auto Works and Audi to build a car smaller than the Santana produced by Audi's sister company, Volkswagen AG at Shanghai-VW.

Audi also has a deal to build its 100 models with First Auto Works.

GM's talks to ship used foundry equipment to China complements its earlier agreement sending 2.2-liter engine tooling to China.

Production of that engine is slated to start within two years, Li said.

Li said China expects production to reach 1.7 million units, including 700,000 cars, by the year 2000.

China made 640,000 units in 1988.

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Dealer sues for $200 million, says bank scared buyers

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — A multi-franchise dealer in Connecticut has sued his bank for $200 million in damages. He accused the bank of taking over his business, including placing a 24-hour guard on his inventory.

The complaint filed by Joseph Caldrello said, "Numerous retail customers have been scared away" as a bank representative on the premises has "interrogated" customers and their lenders.

In turn, Connecticut Bank and Trust said it is merely protecting its investment.

The bank claimed Caldrello's dealership, T.N.M. Lathrop Porsche-Audi-Jaguar in Groton, Conn., owes it $2 million and sold cars out of trust last year.

A dealer is out of trust when he sells a car and does not immediately pay off floorplan financing on the vehicle.

Caldrello also owns Acura, Pontiac/Volvo, Mercedes-Benz and Honda stores in Connecticut, as well as a Hyundai dealership in Rhode Island; a Porsche-Audi dealership in New Jersey; and two Mitsubishi dealerships outside Los Angeles.

Caldrello's attorney, Philip R. Mancini III, denied his client sold vehicles out of trust.

Ross Fingold, a Hartford attorney representing the bank, said his client's relationship with Caldrello has been "long and stormy."

Fingold said the problems date back to 1986 when the Connecticut bank accused Caldrello of a "substantial default" for selling cars out of trust.

While that situation was "cured," according to Fingold, the bank gave the dealer three years to find floorplanning from other sources.

Cadrello found financial sources for all his stores except the Porsche-Audi-Jaguar point, which is still handled by the bank.

Caldrello's attorney said the bank alleged there was another default in October 1988, and the conflict came to a head when Connecticut Bank and Trust demanded that Caldrello sign an agreement never to sue the bank.

Mancini said Caldrello refused and the bank accused him of breaching his dealer security agreement.

Caldrello denies he was in default at the time of the October 1988 dispute, the attorney stated.

Caldrello's complaint said the bank stationed its employees at the dealership and took over the keys to all vehicles, as well as related paperwork and titles.

The Connecticut bank required its approval for all wholesale purchases and retail sales, the complaint states.

Further, the bank collected all proceeds from car sales, without setting money aside for sales tax, registration, credit insurance or service contract premiums, Caldrello charged.

Mancini has filed a request for an injunction that would prevent the bank from seizing the dealership's Porche-Audi-Jaguar inventory, though so far the bank has not indicated that it wants those vehicles.

Starcraft's exports fuel sales boom

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Starcraft Corp. of Goshen, Ind., expects to sell about 15,000 van conversions in the 1989 model year, up 45 percent from a year earlier.

The company didn't have precise figures for early 1990 model orders, but initial chassis allocations will be as big or bigger than last year, said Joseph Schulte, executive vice president.

Starcraft has been in a slightly different position than its major competitors this year because nearly 20 percent of its volume is exported, said Ron Chevalier, vice president of sales and marketing.

Thus, it hasn't had to use incentives as heavily as some competitors that depend solely on the U.S. market for growth.

"We earned that" export business, Chevalier said. General Motors "didn't just give it to us because we were big in the U.S."

Starcraft jumped into the international market early and worked through prescribed channels with GM Overseas Distribution Corp.

It built its organization through GM's worldwide distribution operation and went directly to overseas dealers in setting up its network.

Some Starcraft people work full-time on the overseas operation. One sales representative lives abroad, servicing foreign accounts in Europe. Starcraft also ships units to Saudi Arabia, Kuwait and Japan.

Chevalier said overseas business is not as easy as it looks:

"The whole thing gets very complex. We build a special package, for example, for overseas. Then there are different taxes and tariffs as you cross the borders" along with various other marketing, sales and legal procedures.

LIGHT-DUTY TRUCK SALES

	July 1989	July 1988	7 Mos., 1989	7 Mos., 1988
Vans	15,731	14,695	103,775	113,589
Aerostar	18,175	17,978	119,540	113,294
Club Wagon	2,200	1,557	16,395	16,692
Ranger	25,668	28,707	163,348	183,989
Bronco	5,168	3,996	35,560	31,784
Bronco II	10,003	11,112	63,348	72,776
Pickups	48,670	43,244	354,294	356,891
Ford	**125,615**	**121,289**	**856,280**	**888,215**
Vans	13,055	11,436	70,729	80,584
Sportsvan	1,035	799	6,830	8,811
Geo Tracker	779	0	5,250	0
Astro	16,880	13,847	86,913	101,593
Lumina APV	68	0	68	0
S-10	18,249	22,245	132,914	145,139
S-10 Blazer	14,595	15,803	100,149	98,725
El Camino	0	8	0	420
Blazer	1,589	1,883	12,845	16,526
Suburban	5,519	5,770	37,525	39,961
Pickups	45,077	40,708	319,477	304,482
Chevrolet	**116,846**	**112,499**	**772,700**	**796,241**
Vans	6,164	4,840	46,431	36,776
Ram Wagon	2,248	1,840	16,327	16,077
Voyager	17,130	18,279	115,461	123,398
Caravan	18,161	20,036	124,780	133,142
Mini Ram Van	1,130	1,885	9,379	12,617
Town & Country	253	0	253	0
Ram 50	2,205	3,936	7,907	36,101
Raider	963	460	791	3,968
Ramcharger	1,530	1,418	12,655	11,597
Dakota	6,447	7,886	54,066	57,800
Pickups	5,450	6,292	51,517	52,634
Chrysler	**61,681**	**66,872**	**453,567**	**484,110**
Vans	3,928	4,011	25,135	29,029
Safari	3,333	3,213	19,488	21,213
S-15	4,067	5,156	29,733	31,045
S-15 Jimmy	3,476	3,762	24,271	23,871
Jimmy	535	530	3,752	4,551
Caballero	0	0	0	60
Suburban	1,898	1,983	13,190	13,931
Pickups	12,603	13,059	90,504	86,265
P Model	239	315	2,230	2,476
W-4	81	130	769	860
GMC	**30,160**	**32,150**	**209,872**	**213,301**
Wrangler/CJ	5,277	3,463	32,185	25,171
Wagoneer	468	578	3,809	5,067
Cherokee	14,803	12,016	91,481	82,307
Grand Wagoneer	980	1,232	6,337	7,778
Comanche	2,018	3,174	16,002	24,023
J-10/J-20	0	0	0	221
Jeep	**23,546**	**20,463**	**149,814**	**144,567**
Toyota	17,280	25,702	129,604	147,011
Nissan	12,577	13,312	91,792	97,954
Mazda	6,690	6,870	48,595	58,995
Isuzu	8,651	7,566	53,215	46,762
Mitsubishi	3,377	3,136	23,397	27,267
Suzuki	1,698	6,327	14,850	37,548
Subaru	0	0	0	9
Range Rover	356	276	2,750	1,852
Imports	**50,629**	**63,189**	**364,203**	**417,398**
Industry Total	**408,477**	**416,471**	**2,805,616**	**2,943,832**

Compiled by Karen Detkowski

Mark III, Glaval strong despite flat market

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

The van conversion market is clearly headed for a major shakeup in the 1990 model year.

But despite the financial difficulties being encountered by many smaller — and even some mid-sized converters — the industry's top guns are targeting big sales increases for the upcoming year.

In a market that is likely to be flat at best, the majors will be expanding directly at the expense of weaker competitors, exerting even greater pressure on them.

Mark III Industries of Ocala, Fla., and Glaval Inc. of Elkhart, Ind., for example, expect to continue to roll along.

Mark III, the industry's highest-volume firm, converted 27,500 vans in the 1989 model year, up 29 percent from 1988, according to Thad Boyd III, company chairman.

The firm's 1990-model chassis orders are 30 percent ahead of last year. It plans to convert nearly 36,000 vans next year.

Mark III will be out of 1989-model chassis by Aug. 25, Boyd said.

It has a backlog of unfilled orders for 1989 vans and will receive chassis until Aug. 15 to fill them. It normally takes about 10 days for the firm to build and ship finished chassis, Boyd said.

He sees 1990 as a good year for his company.

"We've done well during the past four to five months, even though the overall market has been tough," Boyd said.

He said he thinks 1990 will be a "fairly quiet year," without any industrywide growth. However, if Detroit goes for a "significant" price increase, it could send sales into a downturn, he added. He declined to be specific on the amount of a price increase that might hurt the industry, saying simply that "any significant increase will have some impact on sales."

"We're getting ours (sales gains) from other people," Boyd said, referring to his company's growth this year at competitors' expense.

Mark III's size — and growth — is the more remarkable since the company has consignment pool accounts only with Chevrolet and Dodge. It has applied for pools with GMC and Ford, but an additional pool account will not hasten the company's growth, which has been increasing at a planned, steady rate.

"The four pools would definitely give us the ability to grow faster, but 30 percent a year (growth) is about as much as we expect to do regardless of where the numbers come from. We want to maintain controls over our products and dealer satisfaction. We don't want to grow too fast," Boyd said.

Product improvements and competitive pricing continue to be the focal points of its marketing strategy.

The firm is not interested in setting up plants anywhere else in the country or in acquiring any other van conversion firms.

"We won't even consider the facilities of anyone else or setting up our own anywhere else," Boyd said. "We just feel we can do a better job under one roof right here."

Mark III ships vehicles to 48 states from Florida.

Glaval, which is running neck-and-neck with Starcraft Corp. of Goshen, Ind., for the No. 2 spot in industry sales, has almost doubled its sales in the 1989 model year and is targeting a sizable gain for 1990.

William Becker, Glaval's vice president of marketing, advertising and consumer relations, said the company sold out its allotment of 1989 model chassis. It will finish the model year with about 15,500 to 15,600 sales, up from 7,800 a year earlier. It is targeting 25,000 sales in 1990.

"It was a very good performance, and we managed to stay profitable in the process," Becker said.

General Motors and Ford incentives on conversion units were helpful, although a little late. Still, their timing, ironically, might have some additional benefit for the industry, Becker said.

"It worked out that the incentives came when the cost of money was going down, and there was renewed confidence for purchases like automotive products," he said.

Glaval's own marketing thrust "has been ongoing and constant," Becker added, referring to the company's use of sales incentives of its own to maintain its production momentum and sales to dealers during the recent downturn in demand.

"Had we not done that, we would not have gotten out of the model year with the same volume or speed," Becker said.

He said there was some risk in the company's chassis orders and sales plans for 1990; but, even if demand softens, "the marketplace for conversion vans is not going to drop off the face of the earth."

"Someone out there will hurt, but it's not going to be Glaval," he said. "If you want to play in the big league, you have to say 'where do I want to be?' and then 'how sincere are you about that?' "

Chevrolet continues to be the flagship of Glaval's sales, but its GMC volume has "increased tremendously," Becker said. Ford sales are up, too.

Bivouac on a roll for '90 season

Special sales clear inventory; 50% hike in chassis orders due

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Bivouac Industries of Vandalia, Mich., has increased sales in a soft market and is starting the 1990 model year like gangbusters.

With the help of special sales events, Bivouac cut an inventory of 1,200 to 1,400 chassis to 200 during the past couple of months. It just finished selling the last 200 of its 1989 units.

And it will "probably increase orders for 1990-model GMC, Chevy and Dodge chassis by 50 percent," according to Charles Jackson, Bivouac general manager.

"That may sound ridiculous in this type of market, but we have a lot of things going," Jackson said.

For one, the company is putting together a network of 300 exclusive dealers who handle only its conversion products.

It currently has 82, expects to have 182 a year from now and all 300 within two years.

"These are the kind of guys who stock 30 units, and they turn their inventory four times a year — some of them six and seven times," Jackson said.

Bivouac's sales have been running 10 percent ahead of last year, and, "We show black (profit) figures at the end of each month," Jackson said.

He expects the company's 1989 conversion sales, including vans and other types of trucks, to total 6,000 to 7,000 units.

The company didn't wait for Ford Motor Co. and General Motors to get the sales ball rolling.

In July, Bivouac began a progam under which it guarantees dealers a profit on the units it sold them.

Toward that end, it has been heavily involved in setting up special sales events for dealers at the retail level.

"Dealers love it," said Jackson. "About 30 percent of the market is not buying. We're after the 70 percent who are."

He said Bivouac has retained its ranking as Ford's top conversion pool account. It also picked up its numbers on GMC, Chevrolet and Dodge with whom it also has pool accounts. Its GMC sales have shown the biggest increase.

Part of its success stems from pickups. The company produces a the Stetson line of pickups, tied into hats, perfumes and aftershave lotions, with the company of the same name.

"We took a positive attitude in building a good dealer organization. I couldn't be more optimistic. I just finished building a big home in Elkhart, Ind., so I better be," Jackson said.

Bivouac Industries has been diversifying into different areas in the automotive market. Its Bivouac Automotive division handles van, pickup and other conversion operations. Bivouac Commercial Vehicles produces parcel delivery or cube vans, truck bodies and other specialty vehicles. Bivouac Warranty began within the past year. It provides extended service policies covering the conversion portion of the company's vans.

Mark III Industries' van conversions are geared to active lifestyles.

June vehicle sales slip 6.5% in Canada

By Bill Vance
SPECIAL CORRESPONDENT

TORONTO — Canada's domestic and imported car and truck sales lost steam in June as the market finished the first half of 1989 slightly weaker than a year go.

Overall vehicle sales for the month were down 6.48 percent, while for the first six months of the year they slid less than 2 percent.

Sales of new domestic cars, which decline in May, showed a sharper drop in June. Total domestic car sales slipped 13.26 percent for the month and 5.77 percent for the first half of the year. Import car sales were up 3.15 percent in June and 5.06 percent for the year.

Among domestic makers, General Motors of Canada's sales fell 21.76 percent. The automaker was followed by Chrysler, which dropped 15.08 percent.

Ford of Canada slipped only 2.24 percent.

Imported cars were up modestly compared with their year-ago levels. They were led by Chrysler Canada with its increasingly popular Mitsubishi imports, which more than tripled in sales.

Mazda's popular Miata sports car helped boost the Japanese maker's sales 90.13 percent over last June.

Overall domestic and imported car sales slid 7.98 percent in June. For the first six months of the year, industry car sales fell 2.53 percent.

Truck sales paralleled the car scene in June, with domestic sales down and imports up. Domestic truck sales fell 7.87 percent, but imported models gained 32.44 percent on the strength of large rises at Mazda, Nissan and GM.

GM's car numbers in June were not totally unexpected. Bill Atkinson, vice president of sales, service and marketing, GM of Canada, said "following the very strong months of April and May, there was some expectation that sales in June would come down somewhat in light of continued high interest rates. . . .

"The month of June was, to some extent, a 'payback' period as sales were drawn forward by the success of our 9.9 percent financing incentive program," Atkinson said.

Ford helped hold car sales in line during June by continuing incentives. They included cash rebates — ranging up to $4,000 on 1988 XR4Ti models — and interest rates as low as 8.9 percent on selected models.

"The direction we target our incentive dollars clearly is having an effect on showroom traffic and sales," said Jack Clissold, vice president of sales and marketing, Ford of Canada.

Tempo and Topaz sales rose 16 percent in June. Thunderbird and Cougar sales advanced 26 percent and 15.1 percent, respectively.

CANADIAN CAR AND TRUCK SALES

Domestic cars	June 1989	June 1988	6 mos., 1989	6 mos., 1988
General Motors	26,944	34,439	176,466	192,298
Ford	18,804	19,235	102,512	107,902
Chrysler	11,824	13,924	70,296	80,993
Honda	2,180	1,492	14,185	5,580
Volvo	380	232	2,010	1,096
Domestic car total	**60,132**	**69,322**	**365,469**	**387,869**
Import cars				
Toyota	6,605	7,874	41,078	35,725
Honda	6,495	5,943	27,983	32,293
Nissan	3,364	3,094	14,754	16,092
Mazda	3,314	1,743	15,006	15,505
Volkswagen	2,919	3,428	13,805	9,373
Hyundai	2,620	2,609	13,735	16,469
General Motors	2,558	3,595	15,557	14,570
Chrysler	2,234	707	12,685	5,818
Suzuki	922	815	3,897	3,947
Ford	680	603	4,893	3,163
Subaru	619	701	2,790	3,613
Mercedes-Benz	505	475	2,175	2,128
BMW	380	451	2,335	2,588
Volvo	285	399	1,508	1,950
Jaguar	150	173	898	1,185
Saab	86	130	681	736
Lada	94	94	379	563
Peugeot	41	0	137	78
Skoda	12	13	113	217
Import car total	**33,883**	**32,847**	**174,409**	**166,013**
TOTAL — ALL CARS	**94,015**	**102,169**	**539,878**	**553,882**
Domestic trucks (including vans)				
Ford	14,088	15,377	77,301	79,348
GM	13,261	15,458	87,034	91,391
Chrysler	10,541	10,290	57,121	60,225
Domestic truck total	**37,890**	**41,125**	**221,456**	**230,964**
Import trucks (including vans)				
Toyota	1,616	1,513	8,214	8,132
Mazda	1,610	1,024	9,341	5,746
Nissan	1,556	1,144	6,923	7,228
GM	1,066	189	4,882	619
Suzuki	954	506	3,954	3,119
Chrysler	245	901	1,460	2,361
Volkswagen	86	114	354	511
Lada	19	9	111	70
Import truck total	**7,152**	**5,400**	**35,239**	**27,786**
TOTAL — ALL TRUCKS	**45,042**	**46,525**	**256,695**	**258,750**
TOTAL — CARS, TRUCKS	**139,057**	**148,694**	**796,573**	**812,632**

Sale of air-bag group raises Talley earnings

PHOENIX, Ariz. — The $60 million sale of its car air-bag operation to TRW Inc. boosted Talley Industries' second-quarter earnings.

William H. Mallender, Talley chairman, said the company will receive royalties for 12 years based on worldwide air-bag sales by TRW and sales by other U.S. manufacturers.

Talley had net earnings of $18.1 million for the second quarter of this year on revenue of $106 million.Earnings in the second quarter of 1988 were $5.1 million on revenue of $91 million.

Subaru sends students to summer in Japan

CHERRY HILL, N.J. — Several New Jersey high school students are participating in the Subaru Summer in Japan program.

The eight-week program is sponsored by the Subaru of America Foundation and is administered by the Youth for Understanding International Exchange.

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AUCTION DATES

Chrysler Motors

Aug. 15 — American Auto Auction, Walpole, Mass.; Arena Auto Auction, Chicago; Nashville Auto Auction, Nashville; Florida Auto Auction of Orlando, Ocoee, Fla.; Portland Auto Auction, Portland, Ore.; Riverside Auto Auction, Riverside, Calif.; and Greensboro Auto Auction, Greensboro, N.C.

Ford Motor Co.

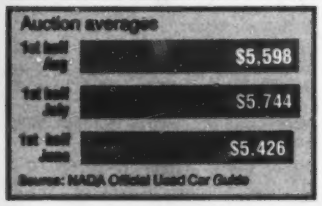
Aug. 15 — Harrisonburg Auto Auction, Harrisonburg, Va.; Bay Cities Auto Auction, Hayward, Calif.; and South Seattle Auto Auction, Kent, Wash.

Aug. 16 — Northway Auto Auction, Clifton Park, N.Y.; Fort Worth Auto Auction, Fort Worth, Texas; Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Lakeland Auto Auction, Lakeland, Fla.

General Motors

Aug. 15 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Grand Prairie, Texas; and Manheim Auto Auction, Manheim, Pa.

Used car sales



Model-year breakdown

Year	1st half June	1st half July	1st half August
1989	$10,866	$11,235	$10,733
1988	7,965	7,811	7,625
1987	5,873	6,161	6,150
1986	5,170	5,409	5,246
1985	4,247	4,326	4,419
1984	3,457	3,563	3,486
1983	2,570	2,737	2,638
1982	2,057	2,094	2,001
Overall Average	$5,428	$5,744	$5,598

Source: NADA Official Used Car Guide

Orlando auction sells 4,927 on birthday

Florida Auto Auction of Orlando sold a record 4,927 vehicles at its 17th anniversary sale, up from last year's 4,864, the former peak. Consignments were 7,818 units, up from 7,532 a year ago.

The day's gross sales were $49.6 million with an estimated price per vehicle of $10,050.

Florida Auto Auction of Orlando has 116 acres, 15 auction lanes, 704 employees and 35 auctioneers.

Dealers from 37 states and Puerto Rico attended the sale. Of the 562 consigning dealerships and 891 purchasing dealerships, 257 were registered for the first time.

Employees at the auction's reconditioning center worked 16 consecutive days to prepare for the sale. They reconditioned more than 2,875 vehicles for the auction.

Two new lanes were opened, bringing the number of selling lanes to 15 — more than any other auction in the nation.

Factory sales by Chrysler Motors, General Motors, Mitsubishi, Subaru and Toyota contributed to the sale's success. Chrysler and GM participated in closed sales with 117 Chrysler dealers registered and 283 GM dealers registered.

GM had a 100 percent sales rate, consigning and selling 627 vehicles totaling $6,811,900. Chrysler registered 723 vehicles and sold 484, for a gross sales volume of $4,847,750.

Florida Auto Auction of Orlando is owned by Atlanta-based Manheim Auctions.

AUCTION BRIEFS

CHARLES THOMAS

GE auction bows

GE Capital Auto Auctions opened its $15 million Greater Tampa Bay auction facility in Tampa, Fla., Aug. 9 with prize drawings of more than $35,000 as well as breakfast with drag racer "Big Daddy" Don Garlits.

The eight-lane, 80-acre auction has storage capacity for more than 3,000 vehicles and features automated 24-hour check-in and check-out.

Major accounts of the Greater Tampa Bay Auto Auction are Ford Motor Credit, Ford Motor Co., Budget Rent-A-Car, GE Capital Auto Lease and Volkswagen Credit Corp.

Tampa Bay Auto Auction brings to 18 the number of auctions operated by GE Capital Auto Auctions, based in Barrington, Ill.

Anglo's Bayside debuts

Anglo American Auto Auctions, Nashville, Tenn., has opened its 22nd subsidiary, Bayside Auto Auction in Tampa, Fla.

The new $5 million, 20.5-acre facility will conduct weekly sales with consignments of up to 800 vehicles. Florida is a hot market for auto auctions because of the number of used vehicles flowing from rental car companies.

AUCTION DIRECTORY 313-446-6065

Tri-State Auto Auction, Exit 36 on I-75, Franklin, OH. Lease/Dealer sales every Tue., 11:30. Repo sale 1st & 3rd Sat. of ea. mo., 10:00. Recon/transpts. Call 513-746-4000.

Dealers Auto Auction of Oklahoma City, Box 75757, Oklahoma City, OK 73147. Sale every Thurs. 10 A.M. GMAC, Ford Motor Credit, Chrys. Credit weekly. 405-947-2886.

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Fort Worth Auto Auction (div. of GECAA), 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Tuesday. Contact: George Horton, 817-626-5494.

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, GMAC, all leasing. 414-835-4436, Caledonia, Wisconsin.

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Audi adds dealer incentives; Subaru picks lease plan

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Audi is offering cash incentives to dealers on selected models and has added its 1990 Coupe Quattro to its leasing program. Also last week Subaru of America announced its lowest-ever lease rates for all 1989 and 1990 models, including the new Legacy.

Under the "Cash in on Audi" program, dealers are eligible to receive up to $5,000 on Audi 100 and 200 models and up to $2,300 on Audi 80 and 90 models.

Dealers can earn $250 for each 100 and 200 model in stock, transit or port-allocated status and $500 for each allocated and delivered from port stock. A $1,800 cash incentive on 80 and 90 models and $3,500 on 100 and 200 models is also being offered.

Dealers who exceed 100 percent of their two-month sales objective will earn up to a $1,000 bonus on each eligible 100 and 200 model sold or leased over that 100 percent and $500 on the 80 and 90 models.

Additionally, Audi salespersons can earn $250 for the retail sale or lease of the same four models plus the 1990 Coupe Quattro, which is included in the "3-Year Test Drive" leasing program.

The Audi dealer incentive program started Aug. 1 and expires Sept. 30. Audi delivered 2,658 cars in July, a 62 percent improvement over last July.

The new Subaru rates will be available through Oct. 3 on lease terms from 24 to 60 months. National and regional ads for the Subaru Special Value Lease Program are expected to begin this week.

Under the program, monthly lease payments for a Legacy would be $238 for 48 months, compared to $304 for a conventional lease, or $391 for retail financing at 10.5 percent for 48 months.

The company had hoped to exempt its Legacy from its extensive incentive programs. The Legacy was introduced in April. Monthly lease payments for the entry-level 1989 Justy DL are $112.

Subaru's July sales increased nearly 17 percent from 11,471 units in July 1988 to 13,364. Year-to-date sales are virtually tied with 1988, at 87,088, compared to 87,195 last year.

Automotive News Staff Reporter Jim Henry contributed to this report.

INCENTIVE WATCH

	Customer Incentives						Dealer Incentives	
	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date	Type	Expiration Date
Chrysler Motors								
Chrysler	$500 - $2,000	0.0*	5.9	6.9	10.9	Sept. 15		
Dodge Cars	$300 - $1,500	0.0*	5.9	6.9	10.9	Sept. 15	$500 on Daytona	Sept. 15
Dodge Trucks	$500 - $2,000	0.0*	5.9	6.9	10.9	Sept. 15	$500 on Dakota, full-sized trucks	Sept. 15
Eagle	$1,000 - $2,000	0.0*	5.9	6.9	10.9	Sept. 15		
Jeep	$500 - $1,000	0.0*	5.9	6.9	10.9	Sept. 15		
Plymouth	$300 - $1,500	2.9	5.9	6.9	10.9	Sept. 15		
*2.9 percent on some models								
Ford Motor Co.								
Ford Cars	$500 - $1,500	2.9	6.9	7.9	10.9	None		
Ford Trucks	$300 - $1,000	2.9	6.9	7.9	10.9	None		
Lincoln	$1,000 - $1,500	2.9	6.9	7.9	10.9	None		
Mercury	$1,000 - $1,500	2.9	6.9	7.9	10.9	None		
Merkur	$2,000 - $4,000	2.9	6.9	7.9	10.9	None		
General Motors								
Buick	$500 - $1,500	2.9	5.9	6.9	10.9	None	All GM divisions: Zero to $1,000 per sale based on performance against quota. $150 per sale if dealer elects not to participate in quota program.	Sept. 27
Cadillac	$1,000 - $1,500					Sept. 27		
Chevrolet Cars	$400 - $1,000	2.9	5.9	6.9	10.9	Sept. 27*		
Chevrolet Trucks	$400 - $750	2.9	5.9	6.9	10.9	Sept. 27*		
GMC	$400 - $750	2.9	5.9	6.9	10.9	None		
Oldsmobile	$1,000 - $1,500	2.9	5.9	6.9	10.9	None		
Pontiac	$700 - $1,250	2.9	5.9	6.9	10.9	None		
Cadillac does not have a finance-rate incentive *Chevrolet's rebate program has no expiration date								
Alfa Romeo							$1,000 - $6,000	Aug. 31
Audi							$1,800 - $5,000, some based on quota	Sept. 30
BMW 735i			8.5	9.0	9.5	Aug. 31		
735iL, 750iL			8.5	9.0	9.5	Aug. 31		
Daihatsu							$300 if meet sales quota	Sept. 5
Honda							Up to $500	Aug. 31
Hyundai	$300 - $1,000					Sept. 5	$300 - $800, some based on quota	Sept. 5
Isuzu Impulse							$2,000	Sept. 5
Other Cars, Trucks							$300 - $1,000, based on quota	Sept. 5
Jaguar	$5,000					Sept. 18		
*To owners of 1986 Jaguar Sedans								
Mitsubishi Cars							$800 - $2,500, based on number sold	Sept. 30
Trucks							$300 - $2,500, based on number sold	Sept. 30
Nissan Cars							$100 - $1,500, based on quota	Sept. 5
Trucks							$100 - $2,000, based on quota	Sept. 5
Peugeot							$1,000 - $2,000	Sept. 16
Porsche							$3,000 - $8,000 on 40 percent of cars sold	Sept. 30
Sterling		4.9	5.9	5.9	6.9	Aug. 31	$1,500 - $2,750	Aug. 31
Subaru	$1,000 - $3,000*					Aug. 31	$1,000 - $3,000*	Sept. 5
*Rebates go to the customer in some regions and to the dealer in other regions								
Toyota Cars							$100 - $2,000, some based on quota	Sept. 5
Trucks							$200 - $2,500, some based on quota	Sept. 5
Volkswagen	$200 - $2,000	4.9	6.9	7.9	9.9	Sept. 4		

PN38

FROM PAGE 2

that will replace its current truck models, though not from a common family. The "flexible" chassis that was to be the heart of the PN38 appears to be gone.

The replacement for the current Aerostar, for example, was expected to be the first PN38 product. In subsequent years that same chassis — which could vary in width and length — was to have carried replacements for the F-Series, Ranger, Bronco and other models.

Now, sources say, the Aerostar replacement won't get a new platform when it is revised in 1993. But it will be completely overhauled in around 1996 and sit on the DFC55 platform that's expected to carry the next-generation Taurus.

One source said Ford still plans to use many common components but not to the degree originally planned. Another said some features of the PN38 concept, such as modular parts systems, would be incorporated into new truck programs.

Benton said the changes in the program were prompted by workload considerations as well as costs.

Benton said changes in the PN38 product line may allow Ford to use an existing powertrain with some revisions. The original PN38 included new engines from Ford's upcoming modular engine program.

Benton denied that the changes in the PN38 strategy represented a reluctance to take the kinds of product risks that led to the automaker's turnaround in the early 1980s.

"We are going to have hopefully very imaginative, far-reaching new truck/car kinds of products, regardless of what we call them," Benton said.

Benton was participating in the University of Michigan's Management Briefing Seminars at Traverse City, Mich., last week.

Automotive News Staff Reporters Laura Clark and Dutch Mandel contributed to this report.

Chrysler Fund donates to reading program

HIGHLAND PARK, Mich. — The Chrysler Corp. Fund has announced a $2.1 million grant to Reading Is Fundamental to establish a Running Start program.

The program encourages students in 10 cities to read or listen to the reading of 21 books. It also provides free books and resources for classrooms and programs to encourage parental participation.

The grant is the fund's largest ever for a single project and is its first major gift to early childhood learning.

MAZDA

FROM PAGE 3

account how a car makes you feel," she said.

Influencing Mazda's campaign is new research that finds people's buying decisions are more emotional than rational, she added.

Mazda decided on the new tack after it determined that a price-value position would not be profitable in the 1990s for a Japanese manufacturer, said George McCabe, deputy general manager and group vice president for sales and marketing.

"Mazda is a very different player than it was in the 1970s and early 1980s," he said. "We staked our reputation on being a low price-high value Japanese marketer."

But the appreciation of the yen against the dollar since 1985 shifted the production cost advantage to domestic manufacturers. And the arrival of other low-cost imports from Korea forced Mazda to change its strategy, McCabe said. The company has moved from "a price marketer to a premium quality marketer," he added.

About Sept. 1, the "It just feels right" corporate campaign will broaden into 1990 product advertising, Thompson said.

Five all-new 30-second television spots will pick up individual Mazda products — MPV, 626, 929S, MX-6 and a 323 Protege sedan that will be introduced this fall. All expand upon the "feels right" theme, as do two Miata spots that are carried over from its July 1 introduction.

The 1990-model-year media purchases will increase Mazda's frequency and reach in broadcast and print.

Instead of high frequency on one cable and six network television shows, Mazda will be on six cable and 40 network shows this fall, Thompson said. Instead of six magazines in 1988 and 20 in 1989, Mazda will advertise in 50 magazines for 1990.

The media buy is 75 percent network and spot television, 20 percent print and 5 percent other media.

Mazda's media buying budget for the 1989 calendar year is $140 million, up 36 percent from $103 million in 1988.

LEXUS

FROM PAGE 2

"But we've been in business (with other dealerships) for 42 years and we don't do business that way," Whitaker said. "Why sell a customer one car when you can keep him coming back?"

Lexus, the luxury division of Toyota Motor Sales, has pushed hard to ensure dealers don't sell LS400 and ES250 models above sticker, arguing that doing so would tarnish Lexus' image in the long run.

"I have personally discussed the startup with each of our 70 dealers that will be open by Sept. 1," said J. Davis Illingworth, vice president and general manager of Lexus.

"I have not specifically asked them not to add a pack, but believe me, they each know how I feel about it," Illingworth said.

So far, Lexus executives know of no dealer who is receiving August shipments of cars that is selling above suggested retail prices, a spokesman said.

Prices start at $21,050 for the ES250 sports sedan and $35,000 for the LS400.

"We'll find out for sure when we start calling each of our first 5,000 buyers, but I don't expect to see it," the spokesman said.

Stocks fall to 65 days on Aug. 1

By Philly Martha
AUTOMOTIVE NEWS STAFF REPORTER

In spite of lackluster new-car deliveries in July, U.S. and foreign automakers began August with a practically ideal 65-day supply.

Combined car stocks fell nearly 300,000 units during July and totaled 2,211,380 on July 1. A month earlier, the total was 2,510,701, a 73-day supply.

U.S. automakers began August with the lowest days' supply of the year because production was reduced by plant closings for vacations and model changeover. The inventory was 1,565,308 unsold domestic cars, equal to a 65-day supply. Domestic stocks were 15.26 percent lighter than on July 1 when there was a 75-day supply.

Import-car stocks shrank 2.61 percent to 646,072 on Aug. 1. The 67-day supply remained the same as on July 1.

Each of the Big 3 reported lower inventories and days' supplies of captive and U.S.-built cars on Aug. 1 than on July 1.

Ford Motor Co. reduced its car stocks 13.87 percent during July. The Aug. 1 total was 485,000.

General Motors cut its million-car inventory to 856,268 on Aug. 1. Stocks dropped 14.49 percent.

Combined stocks for Chrysler Motors dropped 12.57 percent, to 262,592, during July.

Honda began July with a 49-day supply. By Aug. 1, Honda had shaved its combined stocks 16.36 percent to 26 days or 63,761 units.

Toyota and Mitsubishi reported fatter inventories on Aug. 1. Toyota began the month with 91,083 unsold cars, up 22.05 percent. Mitsubishi's stock of 11,568 cars was 3.66 percent.

On the other hand, Nissan reduced its car stocks 4.87 percent to 144,739 during July.

IMPORT DAYS' SUPPLIES

	Aug. 1, Total	July 1, Total	Aug. 1, Total
Chevrolet	90	117	96
Chrysler Motors	184	182	141
Acura	48	42	48
Daihatsu	79	82	71
Honda	29	33	14
Isuzu	83	134	134
Mazda	38	47	46
Mitsubishi	106	65	89
Nissan	88	75	95
Subaru	88	87	90
Suzuki	249	306	—
Toyota	43	31	17
JAPAN	64	64	52
Audi	67	117	198
BMW	76	79	83
Mercedes-Benz	50	43	50
Merkur	37	134	59
Porsche	70	96	89
VW	94	59	121
GERMANY	74	65	96
Alfa Romeo	115	114	91
Fiat/Yugo	86	133	119
Hyundai	60	58	45
Jaguar	49	32	44
Peugeot	96	98	54
Pontiac	86	81	89
Eagle/Chrysler	244	201	493
Saab	65	91	70
Sterling	88	75	99
Volvo	74	68	69
Yugo	106	137	105
Other Countries	71	80	74
Total Import Cars	67	67	61
Geo Tracker	167	148	—
Isuzu	112	144	121
Mazda	62	75	86
Mitsubishi	86	95	110
Nissan*	47	55	73
Range Rover	48	45	48
Suzuki	157	159	75
Toyota	30	45	31
Dodge	199	199	147
Total Imp. Trucks	73	77	63
Total Imp. Vehicles	68	69	63

*Estimate

DOMESTIC DAYS' SUPPLIES

	Aug. 1, Total	July 1, Total	Aug. 1, Total
Alliance	0	0	161
Premier	97	92	118
Total Eagle	97	92	118
Horizon	71	113	73
Laser	51	51	—
Sundance	90	136	53
Reliant	99	84	79
Acclaim	52	58	—
Caravelle	—	—	131
Gran Fury	—	—	23
Total Plymouth	72	86	85
LeBaron K	—	—	78
LeBaron J	88	73	50
LeBaron GTS	190	262	105
Fifth Avenue	72	93	95
New Yorker C	63	72	79
New Yorker E	—	—	136
Total Chrysler	79	77	70
Omni	78	105	75
Shadow	63	103	56
Daytona	69	72	47
Aries	89	67	78
Lancer	175	244	133
Spirit	63	54	—
Diplomat	—	—	68
Dynasty	53	50	46
Dodge 600	—	—	133
Total Dodge	67	70	64
CHRYSLER MTRS.	72	77	68
Escort	62	86	59
Mustang	53	57	52
Tempo	67	81	53
Taurus	48	65	43
Thunderbird	100	122	97
Probe	77	85	31
Crown Victoria	57	92	47
Total Ford Div.	62	79	54
Lynx/Tracer	68	71	106
Topaz	67	81	49
Sable	55	67	49
Cougar	89	112	71
Grand Marquis	47	98	31
Total Mercury	63	85	57
Continental	56	66	26
Lincoln	49	58	65
Mark VII	50	59	72
Total Lincoln	51	60	60
Total L-M Division	60	77	57
FORD MOTOR CO.	62	78	55
Skyhawk	79	86	98
Somerset/Skylark	43	31	53
Century	83	82	68
Regal	97	84	115
LeSabre	54	74	72
Reatta	74	82	160
Electra	71	98	85
Riviera	63	85	61
Total Buick	68	74	81
Cimarron	—	67	81
Allante	76	114	66
Seville	98	36	66
DeVille	78	140	68
Brougham	91	77	74
Eldorado	95	85	80
Total Cadillac	83	103	70
Chevette	—	—	252
Geo Prizm/Nova	119	128	116
Cavalier	69	66	46
Camaro	61	75	81
Celebrity	56	33	67
Corsica/Beretta	56	65	33
Lumina/Monte Carlo	82	74	73
Caprice	61	81	64
Corvette	91	126	70
Total Chevrolet	68	69	54
Firenza	—	—	120
Calais	87	117	60
Cutlass Ciera	90	86	64
Cutlass Supreme	93	114	126
Olds 88	86	93	69
Olds 98	54	77	56
Toronado	158	182	71
Total Oldsmobile	81	97	73
Fiero	—	—	96
Sunbird	64	74	49
Firebird	48	72	70
Grand Am	72	72	45
Pontiac 6000	70	61	61
Grand Prix	102	131	62
Bonneville H	78	91	70
Paris./Safari	64	81	99
Total Pontiac	73	82	58
GENERAL MTRS.	72	79	64
HONDA	25	40	11
MAZDA	45	60	34
MITSUBISHI	24	25	—
NISSAN	72	86	46
TOYOTA*	34	21	17
DOM. TOTAL	65	75	58
Subcompact	47	58	45
Compact	62	71	47
Intermediate	89	72	63
Standard	62	88	63
Specialty	86	112	67

*Estimate

To give you more space,
we launched one of these.
Here's how the new generation Cutlass Supreme SL boasts some of the most ingenious uses of space etc people will ever find in a four-door car.
The ingenuity starts with the space under the hood, the home of the 3.1-liter V6 with multiport fuel injection. It's a powerful engine that also happens to be very fuel efficient.* For space-age control, it's sporty four-door boasts four-wheel disc brakes as well as independent suspension on all four wheels.
It's backed by a Bumper-to-Bumper Plus warranty good for three years or 50,000 miles. See your Oldsmobile dealer for terms of this limited warranty.
For a free catalog, call toll-free 1-800-242-OLDS, Monday through Friday, 9 a.m. to 7 p.m. EST. But better than that, go to your Oldsmobile dealer, take a test drive and feast for the wide open spaces.
The New Generation of OLDSMOBILE

Olds jumps the gun on Cutlass

Usually it's automotive enthusiast magazines that break release dates for new-product photos and information, amid complaints from automakers. This time, Oldsmobile fractured its own embargo dates of Sept. 7 or October issues with this ad running in September issues of buff books available now. The ad highlights the 1990 Cutlass Supreme sedan.

AUCTIONS

FROM PAGE 3

up from 109,000 in 1988. Chrysler declined to say how many factory cars will go through the auctions this year. But in 1988, the estimate was 130,000, up from 80,000 the previous year.

Following the lead of domestic automakers, many of the importers have similar buyback arrangements with daily rental car companies.

Mitsubishi, for example, started the year with 5,000 program cars and the number has grown to 20,000, according to Zafirovski.

Automakers like the fleet programs because they expose large numbers of people to their cars and provide a way to smooth out the peaks and valleys of retail orders at plants.

Ford Motor Co. has taken the buyback program a step farther by offering it to its corporate customers. Hewlett-Packard Corp. was one of the first companies to enter into a buyback arrangement with Ford for disposal of its fleet vehicles.

Average rotation for a program vehicle in a daily rental fleet is eight months, but Zafiovski said it could go as low as 6½ months. Program vehicles are expected to continue for the foreseeable future, say industry executives.

Although the industry fails to produce statistics, estimates by leading officials peg 1989 auction sales as high as 6 million vehicles on consignments of about 8 million cars and trucks.

The Big 3 auction chains will account for about 40 percent of those sales with independent auctions picking up the remainder.

At GE, based in Barrington, Ill., Zafirovski expects sales of 760,000 vehicles, up 7 percent over last year, at its 18 locations on registrations of 1.3 million vehicles.

For Atlanta-based Manheim Auctions — with 24 locations — sales in 1989 are expected to top 825,000 vehicles on consignments of 1.5 million cars and trucks, an increase of 8 percent from a year ago.

And Nashville-based Anglo American Auto Auctions estimates it will close the year selling 780,000 vehicles — up 12 percent over 1987 — on registrations of 1.2 million cars and trucks at its 23 auctions.

Program cars, which are sold at special auctions limited to an automakers' dealers, still top other types of vehicle auctions with a sales rate of 95 percent or more.

"Ford and General Motors sales have almost a 100 percent sales rate with Chrysler slightly lower," said Zafirovski.

Sales rates are 75 percent for fleet and lease vehicles and are about 50 percent for vehicles brought to the auction by dealers, he said.

Program cars have led the surge in the number of institutional vehicles flowing to the auctions. The gavel is expected to fall on approximately 760,000 factory vehicles in 1989.

In 1980, vehicles brought to the auction were 75 percent dealer and 25 percent institutional vehicles — meaning manufacturer, fleet, lease and others — but that has changed.

According to Zafirovski, by 1985 institutional vehicles had inched up to 30 percent of the vehicles going to auctions and dealer-owned vehicles had fallen to 70 percent.

"Most of the growth in institutional vehicles has occurred since 1985," said Zafirovski. "By 1992, we're looking at 40-45 percent dealer and 55-60 percent institutional vehicles at the auctions."

The auctions expect the next growth area to be vehicles from captive finance companies, particularly the importers whose retail lease portfolios are maturing.

Michael J. Richardson, president and chief executive of Anglo American Auto Auctions, said dealer-consignment vehicles have grown 4 percent while fleet and lease vehicles have climbed 29 percent and manufacturer vehicles 38 percent since the beginning of the decade.

New-car dealers have also been attending auctions in greater numbers, persuaded by the manufacturers to purchase program vehicles.

"Our statistics show that 80 percent of all new-car dealers from the domestic manufacturers have attended one auction in the last 24 months," said Zafirovski. "More realistically, roughly 50 percent of the new-car dealers attend factory sales regularly or several times a quarter."

Air-bagged Fords to use Izumi steering wheels

YAPHANK, N.Y. — Izumi Corp. has been awarded a three-year contract by Ford Motor Co. to manufacture steering wheels for cars equipped with air bags.

Beginning with the 1990 model year, Ford Mustang, Ford Crown Victoria and Mercury Grand Marquis will have air bags.

Approximate volume for the three models is 300,000 annually.

TRW and Morton Thiokol will supply the air-bag modules.

Izumi Corp. is the U.S. subsidiary of Izumi Motor, Japan.

BMW

FROM PAGE 2

management board and at BMW of North America, which required him to "commute" about every two weeks between New Jersey and Munich for the last three years.

"This company (BMW of North America) deserves a full-time presence. This was always considered a temporary arrangement. Nobody can really do this (commute) twice a month," he said.

Kramer acknowledged that BMW's U.S. sales have declined, but worldwide sales were up 11 percent last year to about 495,000 units, and the company is on a pace to sell more than 500,000 this year.

BMW of North America's sales declined 16 percent in 1988 to 73,359. Sales this year were 39,867 through July, down 2 percent from last year. July sales were down 15 percent at 5,018.

Gerlinger joined BMW AG in 1963 and has served in a variety of sales and operations positions including department manager for the parts division, manager of export sales for the North American market and manager of worldwide distribution of automobiles.

PRODUCTION

July output lowest since early 1982

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

Darkened by model changeover downtime and idled plants due to lagging sales, July's domestic car output was the lowest for any month in 7½ years, and truck output was the lowest of any month since December 1984.

Automakers built 280,093 cars in July, the lowest output for any month since January 1982 when 266,858 units were assembled.

July's build was 54.30 percent below June's production of 612,914 and 24.05 percent lower than the year-ago month's 368,783.

Weekly output is rising. Last week's scheduled build was 108,204, 27.30 percent above the prior week's 84,998 and 10.69 percent more than the year-ago week's 97,758.

Last week's scheduled production was split as follows: General Motors, 36.45 percent; Ford Motor Co., 27.36 percent; Chrysler Motors, 13.49 percent; Honda of America Manufacturing, 6.94 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.98 percent; New United Motor Manufacturing Inc., 3.70 percent; Toyota Motor Manufacturing U.S.A., 3.43 percent; Diamond-Star Motors, 2.38 percent; and Nissan Motor Manufacturing Corp. U.S.A., 2.27 percent.

July's truck output of 224,787 was the lowest of any month since December 1984 when 211,229 units were produced.

Last month's truck build was 40.96 percent below the June assembly of 380,749 and 6.35 percent lower than the year-ago month's 240,019.

Truckmakers targeted 78,098 units to be built last week, 4.71 percent above the prior week's 74,584 and 10.80 percent more than the year-ago week's 70,487.

GM's Reatta Craft Centre in Lansing, Mich., and most lines at its Detroit-Hamtramck plant reopened today. The Toronado line is slated to resume output Aug. 16. The plant was closed for model changeover.

Ford's Lincoln Mark VII line at the Wixom, Mich., plant remains idle until Aug. 28 for changeover.

July build trails June in Canada

Canadian auto output totaled 51,309 units for July, 44.02 percent below the June build of 91,654 but 42.81 percent over the year-ago month's 35,928.

Last week's estimated assembly of 11,451 cars dipped 9.08 percent from the previous week's 12,594 and declined 5.69 percent from the year-ago week's 12,142.

July's truck output of 38,187 was 57.11 percent lower than June's 89,026 but was 10.19 percent more than the year-ago month's 34,656.

Truck production of 11,256 units last week was 25.86 percent above the prior week's 8,943 but 32.68 percent below the year-ago week's 16,719.

Output resumed today at General Motors' three Oshawa, Ontario, plants and its Scarborough, Ontario, facility.

U.S. CAR	Week Ended Aug. 12, 1989	Week Ended Aug. 13, 1988	Week Ended Aug. 5, 1989	July Total	Jan. 1 to Aug. 12, 1989	Jan. 1 to Aug. 13, 1988
Horizon	1,000	0	1,208	4,515	18,534	53,889
Sundance	700	0	87	1,964	65,348	65,468
Reliant	0	0	0	0	0	56,260
Acclaim	2,400	0	2,222	1,860	75,702	0
Caravelle	0	0	0	0	0	9,067
Gran Fury	0	161	0	0	0	15,147
Total Plymouth	4,100	161	3,517	8,339	159,584	199,851
LeBaron K	0	0	0	0	0	7,912
LeBaron J	2,400	718	2,369	3,058	62,369	46,403
LeBaron GTS	0	0	0	0	2,946	6,005
N. Yorker C-Class	600	1,553	630	443	58,997	65,045
Fifth Avenue	1,500	803	0	351	1,500	16,394
Total Chrysler	4,500	3,074	2,699	3,852	125,812	141,759
Omni	1,000	0	1,172	4,791	19,906	52,602
Daytona	1,600	739	1,364	2,081	51,315	45,664
Shadow	700	0	105	1,719	62,217	64,152
Aries	0	0	0	0	0	54,570
Dodge 600	0	0	0	0	0	8,549
Dynasty	1,400	1,768	1,636	957	86,842	61,743
Lancer	0	0	0	0	1,526	5,808
Spirit	1,300	0	1,196	1,604	63,114	0
Diplomat	0	243	0	0	0	12,568
Total Dodge	6,000	2,750	5,473	11,152	284,922	305,656
CHRYSLER MOTORS	14,600	5,985	11,689	23,343	570,318	647,266
Escort	6,570	9,790	5,221	14,573	194,652	238,492
Mustang	4,515	2,118	4,234	8,770	133,398	124,426
Tempo	3,065	2,501	2,961	5,514	92,306	116,626
Taurus	3,977	8,189	7,706	9,438	224,803	244,131
Thunderbird	2,775	0	2,224	5,991	98,942	90,246
Total Ford Div.	20,902	22,598	22,346	44,286	744,103	813,921
Topaz	1,317	1,008	1,132	3,567	43,038	44,035
Cougar	2,797	0	2,194	5,965	84,622	66,686
Sable	1,370	2,710	2,389	2,858	72,649	83,637
Total Mercury	5,484	3,718	5,715	12,390	200,309	197,358
Continental	1,027	1,106	1,069	2,421	41,880	27,021
Mark VII	0	541	0	713	13,978	14,647
Lincoln	2,193	1,649	2,105	4,859	78,778	80,561
Total Lincoln	3,220	3,296	3,174	7,993	134,636	122,229
Total L-M Division	8,704	7,014	8,889	20,383	334,945	319,587
FORD MOTOR CO.	29,606	29,612	31,235	64,669	1,079,048	1,133,508
Skyhawk	0	113	0	0	6,913	10,065
Skylark/Somerset	41	284	0	3,625	34,914	28,483
Century	2,953	1,022	1,505	9,949	79,158	65,189
Riviera	61	0	0	0	11,409	3,642
Electra	2,117	1,186	1,429	8	46,854	53,241
LeSabre (fwd)	2,350	2,366	0	5,222	92,357	78,923
LeSabre (rwd)	0	123	0	155	4,102	6,421
Reatta	22	217	0	0	3,162	5,456
Total Buick	7,544	5,311	2,934	18,959	278,869	251,419
Cimarron	0	0	0	0	0	3,803
Eldorado	49	0	0	0	19,152	23,410
Seville	35	0	0	0	14,032	14,488
Brougham (rwd)	0	530	0	1,870	21,933	19,283
Deville (fwd)	3,845	0	2,676	2,847	122,866	97,287
Allante	75	0	79	306	2,077	1,135
Total Cadillac	4,004	530	2,755	5,023	180,060	159,296
Cavalier	4,952	6,358	6,337	22,332	233,717	222,184
Camaro	0	0	0	0	64,591	54,287
Celebrity	0	3,490	0	1,729	70,349	111,614
Corsica/Beretta	2,935	8,288	0	7,983	231,961	250,217
Caprice	0	4,074	0	8,550	112,761	129,728
Corvette	0	450	333	2,240	16,306	13,638
Total Chevrolet	7,887	22,660	6,670	42,834	729,685	781,668
Calais	44	506	0	4,524	56,525	65,779
Firenza	0	0	0	0	0	5,230
Cutlass Ciera	1,103	0	771	9,774	57,403	13,551
Cutlass Supreme	2,000	0	0	2,574	54,522	90,480
Toronado	0	0	0	0	4,845	10,209
88 (fwd)	1,714	2,914	0	1,453	87,618	95,090
88 (rwd)	0	222	0	486	5,065	7,650
Olds 98	1,355	1,065	950	986	45,282	46,835
Total Oldsmobile	6,216	4,707	1,721	19,797	311,260	334,824
Sunbird	676	1,027	2,923	7,286	91,222	65,110
Grand Am	4,158	2,221	246	12,727	148,219	141,384
Firebird	0	0	0	0	35,352	37,613
Grand Prix	2,820	2,683	0	2,221	74,606	74,199
Pontiac 6000	3,460	2,075	821	6,288	53,092	46,044
Bonneville	2,681	2,304	1,824	11	56,185	68,286
Safari/Parisienne	0	133	0	0	2,691	5,064
Fiero	0	474	0	0	0	13,083
Total Pontiac	13,795	10,917	5,814	28,533	461,367	450,783
GENERAL MOTORS	39,446	44,125	19,894	115,146	1,961,241	1,977,990
DIAMOND-STAR	2,573	0	2,479	5,514	36,610	0
HONDA	7,505	7,561	7,289	23,452	234,391	226,262
Civic	2,485	2,607	2,602	8,358	80,221	63,850
Accord	5,020	4,954	4,667	15,094	154,170	162,412
MAZDA†	4,304	4,246	2,643	12,262	125,717	67,660
NISSAN	2,460	2,898	1,878	6,194	71,701	64,765
NUMMI	4,000	3,331	4,190	16,017	127,197	98,185
Corolla	1,600	1,191	1,741	6,620	51,414	35,950
Geo Prizm/Nova	2,400	2,140	2,449	9,397	75,783	62,215
TOYOTA	3,710	0	3,701	13,496	78,727	0
VOLKSWAGEN	0	0	0	0	0	35,595
Golf/GTI	0	0	0	0	0	30,042
Jetta	0	0	0	0	0	5,553
Total Cars, U.S.	108,204	97,758	84,998	280,093	4,264,950	4,251,411
Total Cars, Canada	11,451	12,142	12,594	51,309	594,279	673,019
U.S., Canada Cars	119,655	109,900	97,592	331,402	4,879,229	4,924,430
U.S., Canada Cars and Trucks	209,009	197,106	181,119	594,376	8,118,745	8,009,702

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes the MX-6 and Ford Probe

CANADIAN CAR	Week Ended Aug. 12, 1989	Week Ended Aug. 13, 1988	Week Ended Aug. 5, 1989	July Total	Jan. 1 to Aug. 12, 1989	Jan. 1 to Aug. 13, 1988
Premier	1,241	0	1,055	209	24,691	38,984
CHRYSLER MOTORS	1,241	0	1,055	209	24,691	38,984
Tempo	2,562	3,523	3,249	855	78,486	111,336
Topaz	1,098	1,731	1,370	254	33,295	40,478
Crown Victoria	2,289	1,950	2,537	2,544	75,702	79,372
Grand Marquis	2,271	1,974	2,541	2,531	81,323	79,702
FORD MOTOR CO.	8,220	9,178	9,697	5,984	268,806	310,888
Celebrity	0	271	0	3,519	15,231	13,311
Cutlass Ciera	0	1,191	0	9,363	95,976	156,497
Lumina	0	0	0	21,278	81,640	0
Pontiac 6000	0	0	0	0	0	29,675
Regal	0	341	0	3,206	43,462	94,999
GENERAL MOTORS	0	1,803	0	37,366	236,309	294,482
HONDA	1,490	1,161	1,842	5,175	50,742	24,277
TOYOTA	500	0	0	1,891	8,544	0
VOLVO	0	0	0	684	5,187	4,388
Total Cars, Canada	11,451	12,142	12,594	51,309	594,279	673,019

U.S. TRUCK☆	Week Ended Aug. 12, 1989	Week Ended Aug. 13, 1988	Week Ended Aug. 5, 1989	July Total	Jan. 1 to Aug. 12, 1989	Jan. 1 to Aug. 13, 1988
Caravan	1,400	1,566	1,191	3,442	64,779	57,474
Dakota	1,800	1,641	1,619	1,764	59,683	64,564
Caravan C/V	0	50	15	8	4,535	8,797
Ram pickups	1,800	1,650	1,623	1,639	59,788	43,043
Total Dodge	5,000	4,907	4,448	6,853	188,785	173,878
Cherokee	4,000	2,962	4,116	8,470	137,840	106,121
Comanche	500	721	472	957	18,595	29,401
Grand Wagoneer	300	298	315	334	7,164	8,415
Jeep Wrangler	50	151	77	171	5,251	6,332
Total Jeep	4,850	4,132	4,980	9,932	168,850	150,269
Voyager	1,100	1,501	1,020	3,130	60,854	53,243
Town & Country	0	0	0	286	1,874	0
Total C-P Div.	1,100	1,501	1,020	3,416	62,728	53,243
CHRYSLER MOTORS	10,950	10,540	10,448	20,201	420,363	378,204
Aerostar	3,980	4,167	4,000	8,582	143,474	122,391
Bronco	1,398	366	1,401	3,066	48,667	35,195
Bronco II	2,094	2,786	2,099	2,098	75,562	79,227
Econoline	4,146	3,814	4,210	8,928	145,462	145,452
Heavy trucks	1,173	1,459	1,158	2,857	39,916	41,174
Light trucks	9,129	7,398	8,940	22,070	331,100	303,305
Ranger	6,138	6,401	4,019	5,473	198,627	217,875
Total Ford Div.	28,058	26,391	25,827	53,074	980,808	944,619
FORD MOTOR CO.	28,058	26,391	25,827	53,074	980,808	944,619
Astro	2,975	2,969	2,977	12,001	104,217	109,408
Blazer	542	0	530	2,161	17,958	16,593
Mediums/Heavies	375	803	270	1,133	6,756	12,584
P-Model	0	724	0	1,995	20,749	24,875
Pickups	5,393	6,901	7,451	32,366	254,374	214,352
S-10	4,972	6,372	4,864	20,782	169,547	185,617
S-10 Blazer	3,827	1,251	3,895	15,948	123,620	104,448
Sportsvan/Van	1,662	1,735	1,391	8,119	61,881	58,662
Suburban	1,461	0	1,544	6,253	50,235	44,569
Total Chevrolet	24,227	20,755	22,922	100,758	805,618	771,108
Jimmy	161	0	153	624	5,310	4,822
Mediums/Heavies	575	584	673	2,432	11,014	24,486
P-Model	0	106	0	483	2,916	3,640
Pickups	2,267	1,925	2,342	9,620	75,524	66,355
S-15	1,166	1,557	1,188	3,787	38,663	41,861
S-15 Jimmy	1,133	1,181	1,116	4,165	34,400	30,060
Safari	785	740	772	3,044	27,035	27,815
Suburban	649	0	505	2,141	19,529	19,689
Vandura/Rally Vans	595	535	1,083	2,148	17,352	21,640
Total GMC	7,331	6,628	7,832	28,444	225,802	240,368
GENERAL MOTORS	31,558	27,383	30,754	129,202	1,031,420	1,011,476
NAVISTAR	1,750	2,014	1,745	3,806	52,121	53,079
NISSAN	2,332	1,409	2,360	5,404	74,899	61,276
AM GENERAL	450	450	450	1,800	14,040	14,310
MISCELLANEOUS	3,000	2,300	3,000	11,300	87,600	73,140
Total Trucks, U.S.	78,098	70,487	74,584	224,787	2,661,251	2,536,104

CANADIAN TRUCK	Week Ended Aug. 12, 1989	Week Ended Aug. 13, 1988	Week Ended Aug. 5, 1989	July Total	Jan. 1 to Aug. 12, 1989	Jan. 1 to Aug. 13, 1988
Caravan	2,456	2,957	2,033	4,066	86,790	85,493
Caravan C/V	154	189	119	150	7,324	8,209
Ram Wagon	545	546	12	428	16,135	14,826
Ram Van	1,398	1,539	193	857	41,391	39,520
Total Dodge	4,553	5,231	2,357	5,521	151,640	148,050
Voyager	2,018	2,116	1,949	3,700	77,249	76,847
Total Plymouth	2,018	2,116	1,949	3,700	77,249	76,847
Wrangler	1,700	1,028	1,855	3,243	49,424	29,582
Total Jeep	1,700	1,028	1,855	3,243	49,424	29,852
CHRYSLER MOTORS	8,271	8,375	5,961	12,464	278,313	254,479
FORD MTR. (lt. trks.)	2,774	3,482	2,732	3,569	97,721	100,136
Light trucks	0	3,154	0	14,125	97,446	88,669
Vans	0	0	0	2,159	36,743	35,105
Total Chevrolet	0	3,154	0	16,284	134,189	123,774
Light trucks	0	1,440	0	4,226	42,361	45,386
Vans	0	0	0	1,052	18,057	18,604
Total GMC	0	1,440	0	5,278	60,438	63,990
GENERAL MOTORS	0	4,594	0	21,562	194,627	187,764
NAVISTAR	211	268	250	592	7,604	6,787
Total Trks., Canada	11,256	16,719	8,943	38,187	578,265	549,168
U.S., Canada Trks.	89,354	87,206	83,527	262,974	3,239,516	3,085,272

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.